



WDAF-TV

ORDER

Print Date 10/18/12 Page 1 of 7

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	583475	/	SPENCE 4 MO GOV	<u>Alt Order #</u>	09844853
<u>Original Date / Revision</u>	<u>Agency Com</u> 15%		<u>Billing Type</u>	Cash	
10/18/12 10/18/12		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL	
<u>Advertiser</u> Spence, David/R/Mo Gov		814 King Street Suite 400 Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC	
<u>Agency</u> Smart Media Group LLC			<u>Billing Calendar</u>	BROADCAST	
<u>Buying Contact</u>		<u>Sales Office</u> DC-M	<u>Demographic</u>	A35+	
814 King Street Suite 400 Alexandria, VA 22314		<u>Sales Region</u> NAT	<u>Rev Codes</u>	SP-POL CAN	POL
		<u>Agency Ref</u>	<u>Product Codes</u>	PL1Ea	
			<u>Priority</u>	2	
			<u>Advertiser Ref</u>		

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 153680

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	38420
KCWE	%	0
KMBC	25%	38420
KMCI	%	0
KPXE	%	0
KSHB	25%	38420
KSMO	%	0

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	83	\$32,657.00	\$38,420.00	0.00	10/01/12	10/22/12	83	\$32,657.00	\$38,420.00
Totals	83	\$32,657.00	\$38,420.00	0.00					



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Contract / Revision

583475

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision

10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE 4 MO GOV

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---TF--			4		\$200.00		0.00			
5	4	10/18/12	10/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---	:30	4	\$100.00	3	0.00	NM	4	\$400.00	
JUDGE JOE																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---T---			4		\$100.00		0.00			
6	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00	
JUDGE JUDY																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---TF--			4		\$250.00		0.00			
7	4	10/18/12	10/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---TF--			4		\$200.00		0.00			
E 8	4	10/18/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---	:30	4	\$200.00	3	0.00	NM	2	\$400.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---TF--			4		\$200.00		0.00			
Spot	Ch	Date Range		Description		Start/End Time										
1		4	10/15/12-10/21/12	M-F 530-6a	530-6a											
Credited																
[+]		3	4	10/15/12-10/21/12	M-F 530-6a	530-6a										
Credited																
[+]																
9	4	10/18/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---	:30	4	\$375.00	3	0.00	NM	4	\$1,500.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---TF--			4		\$375.00		0.00			
10	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			----S-			1		\$300.00		0.00			
11	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			----S			1		\$200.00		0.00			
E 12	4	10/18/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---	:30	4	\$400.00	3	0.00	NM	3	\$1,200.00	
NEWS																
REV																
Start Date			End Date			Weekdays			Spots/Week		Rate		Rating			
Week: 10/15/12			10/21/12			---TF--			4		\$400.00		0.00			



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Contract / Revision 583475 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov

Product SPENCE 4 MO GOV

Estimate # C16C22



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<u>Contract / Revision</u>	583475	<u>Flight Dates</u> 10/16/12-10/22/12	<u>Hiatus Dates</u>												
<u>Original Date / Revision</u>	10/18/12/	10/18/12	<u>Order Sep</u> 00:15:00												
<u>Advertiser</u>	Spence, David/R/Mo Gov	<u>Product</u> SPENCE 4 MO GOV	<u>Estimate #</u> C16C22												
<u>Totals</u>															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
19	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
NEWS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	-----S		1	\$800.00	0.00						
20	4	10/21/12	10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	-----S		1	\$400.00	0.00						
22	4	10/18/12	10/18/12	MLB Championship Serie	CM-All	3p-CC	---T---	:30	1	\$2,200.00	3	0.00	NM	1	\$2,200.00
NLCS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---T---		1	\$2,200.00	0.00						
23	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12				10/21/12	---TF--		2	\$400.00	0.00						
24	4	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$200.00	0.00						
25	4	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$100.00	0.00						
26	4	10/22/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
FAM FEUD				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$100.00	0.00						
27	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$200.00	0.00						
28	4	10/22/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
JUDGE JOE				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$100.00	0.00						
29	4	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$250.00	0.00						
30	4	10/22/12	10/22/12	M-F 5-630a M-F 5-530a	CM-All	5-630a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12				10/28/12	M-----		1	\$200.00	0.00						



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<u>Contract / Revision</u>		<u>583475</u>	<u>Flight Dates 10/16/12-10/22/12</u>				<u>Hiatus Dates</u>								
<u>Original Date / Revision</u>		<u>10/18/12/ 10/18/12</u>				<u>Order Sep 00:15:00</u>									
<u>Advertiser</u>	<u>Spence, David/R/Mo Gov</u>			<u>Product</u>	<u>SPENCE 4 MO GOV</u>			<u>Estimate #</u>	<u>C16C22</u>						
<u>Totals</u>															
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
40	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX LATE NT															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/22/12	10/28/12	M-----		1	\$800.00	0.00								1	\$125.00
41	4	10/18/12	10/19/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	---TF--	:30	1	\$125.00	3	0.00	NM	1	\$125.00
NEWS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	---TF--		1	\$125.00	0.00								1	\$800.00
42	4	10/18/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
NEWS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	---TF--		1	\$800.00	0.00								1	\$800.00
43	4	10/18/12	10/19/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---TF--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX LATE NT															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	---TF--		1	\$800.00	0.00							1	\$400.00	
44	4	10/18/12	10/19/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---TF--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
FOX LATE NT															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	---TF--		1	\$400.00	0.00							1	\$0.00	
45	4	10/20/12	10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
FOX LATE NT															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	-----S-		1	\$0.00	0.00							1	\$0.00	
46	4	10/18/12	10/19/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	---TF--	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
NEWS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	---TF--		1	\$0.00	0.00							1	\$0.00	
47	4	10/18/12	10/19/12	M-F 1202-1232a M-F 1202m-1232a	CM-All	1202-1232a	---TF--	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
NEWS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	---TF--		1	\$0.00	0.00							1	\$0.00	
N48	4	10/19/12	10/19/12	MLB Championship Series	CM-All	3p-CC	-----P--	:30	1	\$2,200.00	3	0.00	NM	1	\$2,200.00
NLCS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	----F--		1	\$2,200.00	0.00							1	\$1,000.00	
N49	4	10/20/12	10/20/12	MLB Championship Series	CM-All	3p-CC	-----S-	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
NLCS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	----S-		1	\$1,000.00	0.00							1	\$250.00	
N50	4	10/22/12	10/22/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
NEWS															
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating							
Week: 10/15/12	10/21/12	----S-		1	\$1,000.00	0.00							1	\$250.00	



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Contract / Revision583475Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision

10/18/12/ 10/18/12

Order Sep 00:15:00Advertiser Spence, David/R/Mo GovProduct SPENCE 4 MO GOVEstimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 50	4	10/22/12	10/22/12	M-F 1102-1132p	CM-Aff	M-F 1102p-1132p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>REV</u>									
		Week: 10/22/12	10/28/12	M-----					1	\$250.00	0.00				
														<u>Totals</u>	83 \$38,420.00

Political LUR

Client SPENCE
Contract # 579972
HL# 9833348

Makegood Offer